ANALYZING THE

PERFORMANCE & EFFICIENCY OFTHE RADISSION HOTELS USING DATA VISUALIZATION TECHNIQUES

Project Based Experimential Learning program

Analyzing the performance & Efficiency of The Radission Hotels using Data visualization Techniques

Milestone 1: Define Problem / Problem Understanding :

Activity 1: Specify the business problem.

The hotel industry is a broad category of businesses that provide lodging services for travellers and tourists. This can include a wide range of establishments, from luxury resorts to budget-friendly motels, as well as extended stay hotels, boutique hotels, and more. Hotels can be found in nearly every corner of the world, and are often a major component of the tourism and travel industry in a given area.

Radisson owns multiple five-star hotels across India. They have been in the hospitality industry for the past 100 years. Due to strategic moves from other competitors and ineffective decision-making in management, Radisson is losing its market share and revenue in the luxury/business hotels category. As a strategic move, the managing director of Radisson wanted to incorporate Business and Data Intelligence in order to regain their market share and revenue. Our task is to create an analytics dashboard & story to provide them insights to make better business decisions.

Activity 2: Business requirements.

The business requirements for analyzing the performance and efficiency of Radisson Hotels include identifying KPIs, comparing performance across different hotels, identifying patterns and trends over time, identifying affecting factors, creating interactive dashboards and reports, identifying areas for improvement, making data-driven decisions, comparing to industry average and creating forecasting models for future performance. The ultimate goal is to gain insights and improve performance through data visualization techniques.

Activity 3: Literature Survey.

A literature survey is a method of researching existing literature and studies related to a specific topic. In the context of analyzing the performance and efficiency of Radisson Hotels, a literature survey would involve reviewing studies and articles that have been published on the topic of hotel performance and efficiency, as well as studies specific to Radisson Hotels.The literature survey would include sources such as academic journals, industry reports, and online articles. It would aim to identify key performance indicators (KPIs) and metrics that are commonly used to measure hotel performance and efficiency, as well as any best practices or strategies that have been identified for improving performance.The literature survey would also explore any existing research on Radisson Hotels specifically, and would aim to identify any unique challenges or opportunities that the hotel chain faces in terms of performance and efficiency

Radisson Hotel Group expands The Club of Revenue Management by Radisson Hotel Group with two new expert teams in APAC

Brussels - 14 March 2023

Following its unparalleled success in 2022, Radisson Hotel Group reinforces its commitment to revenue management innovation with the addition of two new expert teams in APAC, harnessing as such the Group's position as a global player in hospitality revenue management.
2022 was a year of unparalleled success for *The Club of Revenue Management by Radisson Hotel Group (The Club)*. The Club team received the prestigious HSMAI award for "Revenue Management Team of the year", an award that recognizes innovation spirit, the disruptive use of technology, focus on talent development, and outstanding results outperforming the rest of the market.

provides an opportunity and forum for leading travel industry partners, including Expedia Group, MakeMyTrip, and Cvent to highlight their market expertise and provide insight on how to optimize the customer booking journey, as well as improve the guest experience.*The Club of Revenue Management by Radisson Hotel Group* is an international revenue community from more than 40 nationalities with teams in Madrid, Dubai, New Delhi, and Shanghai. The Club operates in 50+ countries and delivers global expertise, local market knowledge, and

revenuemanagement services to 280+ hotels. More than just a revenue management solution, The Club offers successful models for owners and partners to deliver results and uncover new business opportunities in every revenue stream.

Radisson Hotel Group opens first Radisson Individuals hotel in P

Radisson Hotel Group announces the opening of Hotel YAC Paris Clichy, a member of Radisson Individuals, the Group's first Radisson Individuals property in Paris, located in the leafy suburbs of the city of lights. Following an extensive renovation, the hotel welcomes guests with its magnificent rooftop, lush garden, beautiful patio, as well as renovated guest rooms and an indoor swimming pool, all within a short walk of the Seine and the Clichy Bridge.

Hotel YAC Paris Clichy, a member of Radisson Individuals is ideally located in the northwestern suburb of Clichy, one of the most prominent business and corporate hubs in Paris and home to the headquarters of several large companies such as Amazon France, L'Oréal International, Bic, one of the biggest pen producers in the world, and Monoprix, a major French retail chain. Downtown Paris can be easily reached via a short metro or bus ride.

The hotel offers 75 stylish guest rooms featuring striking wooden floors, decorated with soothing, neutral white tones and accented with light green, yellow, and blue colors. Superior Rooms with terraces are bathed in sunlight, with wonderful views over the rooftops, while the onsite restaurant offers delicious food, and room service is available for all rooms. Upon entering the hotel, guests will discover its wonderful garden, where they can enjoy a creamy café au lait and croissant or a delicious cocktail. The hotel's facilities include a well-equipped fitness center, as well as an indoor pool and sauna to recharge and energize.

Activity 4: Social or Business Impact :

Social Impact: Improve safety of customers & can get customer or guest satisfaction, and hygiene food.

Business Model/Impact: By conducting an analysis the company can identify areas for improvement and take steps to enhance the customer experience, and increase customer satisfaction and loyalty.Improve its brand reputation, which can lead to increased customer loyalty and repeat business.

Milestone 2: Data Collection & Extraction from Database:

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes and generate insights from the data.

Activity 1: Collect the dataset:

fact_aggregated_bookings.csv - Excel

	A	B	C	D	E
1	property_	check_in_	room_cat	successful	capacity
2	16559	########	RT1	25	30
3	19562	########	RT1	28	30
4	19563	########	RT1	23	30
5	17558	########	RT1	13	19
6	16558	########	RT1	18	19
7	17560	########	RT1	28	40
8	19558	########	RT1	25	40
9	19560	########	RT1	23	26
10	17561	########	RT1	22	26
11	16560	########	RT1	24	34
12	16561	########	RT1	16	18
13	16562	########	RT1	20	31
14	16563	########	RT1	36	41
15	17559	########	RT1	26	32
16	17562	########	RT1	12	20
17	17563	########	RT1	21	25
18	18558	########	RT1	11	15
19	18559	########	RT1	29	42
20	18561	########	RT1	31	33
21	18562	########	RT1	34	38

Sheet: fact_aggregated_bookings

dim_date.csv - Excel

	A	B	C	D
1	date	mmm yy	week no	day_type
	########	May-22	W 19	weekend
	########	May-22	W 19	weekday
	########	May-22	W 19	weekday
	########	May-22	W 19	weekday
	########	May-22	W 19	weekday
	########	May-22	W 19	weekday
	########	May-22	W 19	weekend
	########	May-22	W 20	weekend
	########	May-22	W 20	weekday
	########	May-22	W 20	weekday
	########	May-22	W 20	weekday
	########	May-22	W 20	weekday
	########	May-22	W 20	weekday
	########	May-22	W 20	weekend
	########	May-22	W 21	weekend
	########	May-22	W 21	weekday
	########	May-22	W 21	weekday
	########	May-22	W 21	weekday
	########	May-22	W 21	weekday
	########	May-22	W 21	weekday

Sheet: dim_date

dim_hotels sheet:

property_	property_	category	city
16558	Radisson (	Luxury	Delhi
16559	Radisson I	Luxury	Mumbai
16560	Radisson (	Business	Delhi
16561	Radisson I	Luxury	Delhi
16562	Radisson I	Luxury	Delhi
16563	Radisson I	Business	Delhi
17558	Radisson (	Luxury	Mumbai
17559	Radisson (	Luxury	Mumbai
17560	Radisson (	Business	Mumbai
17561	Radisson I	Luxury	Mumbai
17562	Radisson I	Luxury	Mumbai
17563	Radisson I	Business	Mumbai
18558	Radisson (	Luxury	Hyderabad
18559	Radisson (	Luxury	Hyderabad
18560	Radisson (	Business	Hyderabad
18561	Radisson I	Luxury	Hyderabad
18562	Radisson I	Luxury	Hyderabad
18563	Radisson I	Business	Hyderabad
19558	Radisson (	Luxury	Bangalore
19559	Radisson (	Luxury	Bangalore

fact_bookings (2) sheet:

booking_i	property_	booking_(	check_in_	checkout_	no_guests	room_cat	booking_	ratings_g	booking_s	revenue_	revenue_realized
May01221	16558	########	########	########	3	RT1	direct onli	1	Checked (	10010	10010
May01221	16558	########	########	########	2	RT1	others		Cancelled	9100	3640
May01221	16558	########	########	########	2	RT1	logtrip	5	Checked (	9100	9100
May01221	16558	########	########	########	2	RT1	others		Cancelled	9100	3640
May01221	16558	########	########	########	4	RT1	direct onli	5	Checked (	10920	10920
May01221	16558	########	########	########	2	RT1	others	4	Checked (	9100	9100
May01221	16558	########	########	########	2	RT1	others		Cancelled	9100	3640
May01221	16558	########	########	########	2	RT1	logtrip		No Show	9100	9100
May01221	16558	########	########	########	2	RT1	tripster		Checked (	9100	9100
May01221	16558	########	########	########	1	RT1	others	4	Checked (	9100	9100
May01221	16558	########	########	########	1	RT1	makeyour	5	Checked (	9100	9100
May01221	16558	########	########	########	2	RT1	logtrip	5	Checked (	9100	9100
May01221	16558	########	########	########	2	RT1	makeyour	5	Checked (	9100	9100
May01221	16558	########	########	########	1	RT1	logtrip		Cancelled	9100	3640
May01221	16558	########	########	########	2	RT1	others		Checked (	9100	9100
May01221	16558	########	########	########	4	RT1	journey		Checked (	10920	10920
May01221	16558	########	########	########	3	RT1	direct offline		Checked (	10010	10010
May01221	16558	########	########	########	2	RT1	others		Checked (	9100	9100
May01221	16558	########	########	########	2	RT2	others		Checked (	12600	12600
May01221	16558	########	########	########	2	RT2	others	5	Checked (	12600	12600

Activity 1.1: Understand the data:

Data contains all the meta information regarding the columns described in the CSV files. we have provided 5 CSV files:
1. dim_date
2. dim_hotels
3. dim_rooms
4. fact_aggregated_bookings
5. fact_bookings

Column Description for dim_date:

1. date: This column represents the dates present in May, June and July.
2. mmm yy: This column represents the date in the format of mmm yy (monthname year).
3. week no: This column represents the unique week number for that particular date.
4. day_type: This column represents whether the given day is Weekend or Weekday.

Column Description for dim_hotels:

1. property_id: This column represents the Unique ID for each of the hotels.
2. property_name: This column represents the name of each hotel.
3. category: This column determines which class[Luxury, Business] a particular hotel/property belongs to.
4. city: This column represents where the particular hotel/property resides in.

Column Description for dim_rooms:
1. room_id: This column represents the type of room[RT1, RT2, RT3, RT4] in a hotel.
2. room_class: This column represents to which class[Standard, Elite, Premium, Presidential] particular room type belongs.

Column Description for fact_aggregated_bookings:

1. property_id: This column represents the Unique ID for each of the hotels.
2. check_in_date: This column represents all the check_in_dates of the customers.
3. room_category: This column represents the type of room[RT1, RT2, RT3, RT4] in a hotel.
4. successful_bookings: This column represents all the successful room bookings that happen for a particular room type in that hotel on that particular date.
5. capacity: This column represents the maximum count of rooms available for a particular room type in that hotel on that particular date.

Column Description for fact_bookings:

1. booking_id: This column represents the Unique Booking ID for each customer when they booked their rooms.

2. property_id: This column represents the Unique ID for each of the hotels
3. booking_date: This column represents the date on which the customer booked their rooms.

4. check_in_date: This column represents the date on which the customer check-in(entered) at the hotel.
5. check_out_date: This column represents the date on which the customer

check-out(left) of the hotel.

6. no_guests: This column represents the number of guests who stayed in a particular room in that hotel.
7. room_category: This column represents the type of room[RT1, RT2, RT3, RT4] in a hotel.

8. booking_platform: This column represents in which way the customer booked his room.
9. ratings_given: This column represents the ratings given by the customer for hotel services.

10. booking_status: This column represents whether the customer cancelled his booking[Cancelled], successfully stayed in the hotel[Checked Out] or booked his room but not stayed in the hotel[No show].
11. revenue_generated: This column represents the amount of money generated by the hotel from a particular customer.
12. revenue_realized: This column represents the final amount of money that goes to the hotel based on booking status. If the booking status is cancelled, then 40% of the revenue generated is deducted and the remaining is refunded to the customer. If the booking status is Checked Out/No show, then full revenue generated will go to hotels.

Activity 2: Storing Data In DB & Perform SQL Operations

Activity 3:Connect DB With Tableau

Milestone 3: Data Preparation :

Activity: Prepare the Data for Visualization :

Preparing the data for visualization involves cleaning the data to remove irrelevant or missing data, transforming the data into a format that can be easily visualized, exploring the data to identify patterns and trends, filtering the data to focus on specific subsets of data, preparing the data for visualization software, and ensuring

the data is accurate and complete. This process helps to make the data easily understandable and ready for creating visualizations to gain insights into the performance and efficiency.

Milestone 4: Data Visualization :

Data visualization is the process of creating graphical representations of data in order to help people understand and explore the information. The goal of data visualization is to make complex data sets more accessible, intuitive, and easier to interpret. By using visual elements such as charts, graphs, and maps, data visualizations can help people quickly identify patterns, trends, and outliers in the data.

Activity 1: No of Unique Visualizations

The number of unique visualizations that can be created with a given dataset. Some common types of visualizations that can be used to analyze the performance and efficiency of Radisson Hotels include bar charts, line charts, heat maps, scatter plots, pie charts,Maps etc. These visualizations can be used to compare performance, track changes over time, show distribution, and relationships between variables, breakdown of revenue and customer demographics, workload, resource allocation and location of hotels.

Activity 2: Revenue Split By City

In 2022/23, commercial revenue represented Manchester City's largest source of income, generating 373 million euros for the club.

Revenue Split By City

| Property Name	Property..		
Radisson Bay	16562		100.0%
	17562		
	18562		100.0%
	19562		100.0%
Radisson Blu	16561		100.0%
	17561		100.0%
	18561		100.0%
	19561		100.0%
Radisson City	16560		100.0%
	17560		100.0%
	18560		100.0%
	19560		100.0%
Radisson Exotica	16559		100.0%
	17559		100.0%
	18559		
	19559		100.0%
Radisson Grands	16558		100.0%
	17558		100.0%
	18558		
	19558		100.0%
Radisson Palace	16563		100.0%
	17563		100.0%
	18563		100.0%
	19563		100.0%
Radisson Seasons	17564		

Revenue Split By City

| Property Name				
Radisson Bay	20.04%	26.85%	21.74%	31.38%
Radisson Blu	28.40%	21.69%	22.29%	27.62%
Radisson City	31.06%	21.40%	19.24%	28.29%
Radisson Exotica	66.65%		15.17%	18.18%
Radisson Grands	35.60%	21.97%	16.85%	25.58%
Radisson Palace	33.41%	14.93%	29.50%	22.17%
Radisson Seasons	100.00%			

Activity 3: Occupancy Split by City

The occupancy rate in India dropped in financial year 2021 due to the coronavirus (COVID-19) pandemic and travel restrictions implemented alongside. Before the pandemic, the rate had been at over 60 percent in all ten major cities.
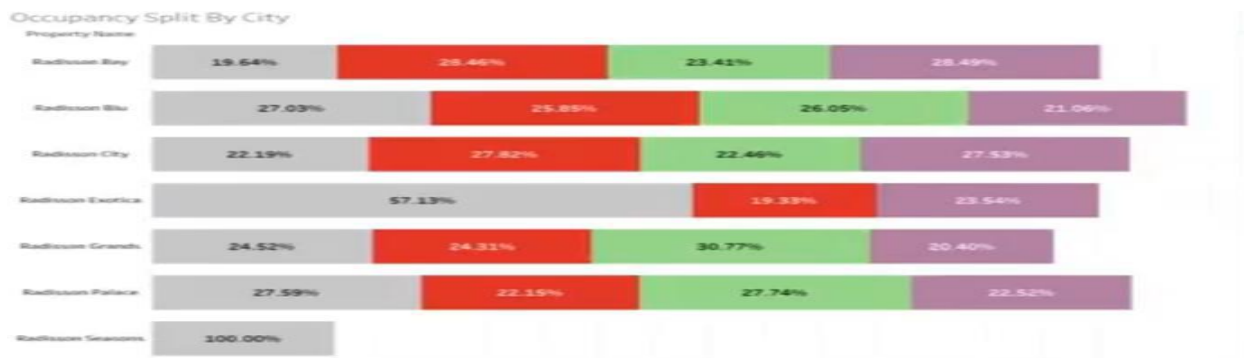
Activity 4: Occupancy by Day Type
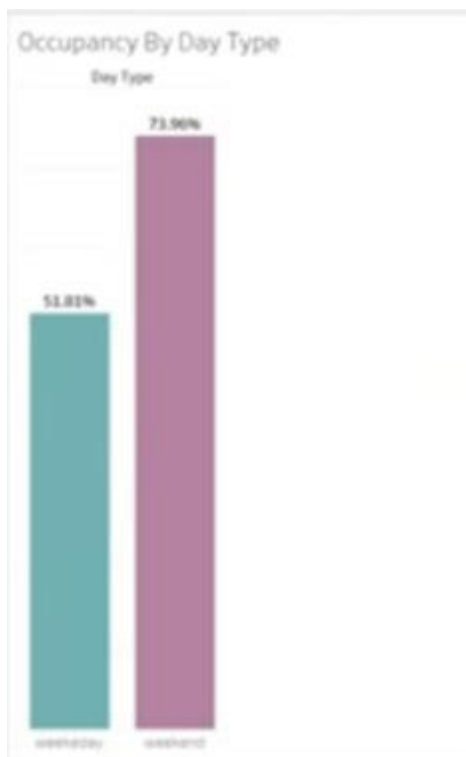
Occupancy rate is the percentage of occupied rooms in your property at a given time. It is one of the most high-level indicators of success and is calculated by dividing the total number of rooms occupied, by the total number of rooms available, times 100, creating a percentage such as 75% occupancy.

Activity 5: Revenue by Room Class

Revenue By Room Class

Elite	Presidential
$230.69M	$154.91M
Premium	Standard
$189.91M	$127.38M

7 Essential Features of
Online Booking Platform

Contents

Booking % By Platforms
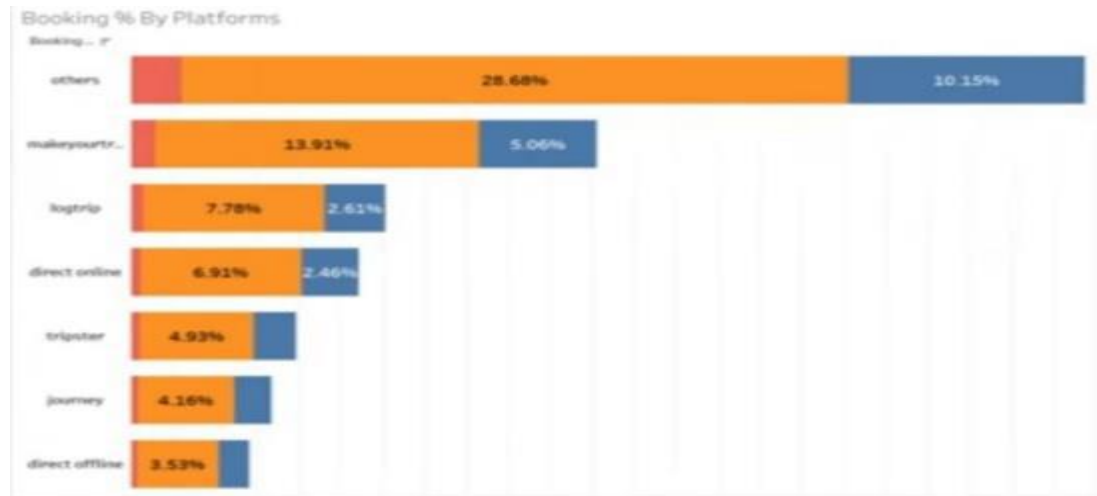
Activity 7: Property by Key Metrics

Top 10 Hotel Metrics to Track

☐ Revenue Per Available Room (RevPar) ...

☐ Average Daily Rate (ADR) ...

☐ Occupancy Rate. ...

☐ Gross Operating Profit (GOP) ...

☐ Gross Operating Profit per Available Room (GOPPAR) ...

☐ Market Penetration Index (MPI) ...

☐ Average length of stay (ALOS) ...

☐ Revenue Generation Index (RGI)

Property By Key Metrics

Radisson Bay	16562	$23.11M	9,008	4,620	53.46%	25.73%
	17562	$21.30M	7,436	3,424	44.34%	26.00%
	18562	$28.54M	11,132	7,333	65.87%	25.65%
	19562	$33.35M	8,832	5,812	65.81%	24.14%
Radisson Blu	16561	$23.88M	6,718	4,418	65.79%	26.63%
	17561	$30.43M	7,820	5,183	66.29%	24.50%
	18561	$23.24M	9,844	6,450	65.60%	23.91%
	19561	$29.59M	10,764	5,736	53.29%	24.06%
Radisson City	16560	$22.67M	8,740	4,693	53.70%	23.76%
	17560	$36.59M	11,316	6,013	53.14%	25.06%
	18560	$25.21M	10,028	6,638	66.19%	24.85%
	19560	$33.39M	9,108	5,979	65.65%	25.36%
Radisson Exotica	16559	$48.97M	11,132	7,338	65.92%	24.53%
	17559	$39.06M	9,292	6,142	66.10%	24.31%
	18559	$20.04M	11,776	5,256	44.63%	24.29%
	19559	$24.01M	8,740	4,705	53.82%	25.22%
Radisson Grands	16558	$14.78M	4,784	3,153	65.91%	25.81%
	17558	$31.22M	9,384	5,036	53.67%	24.61%
	18558	$14.27M	8,372	4,475	53.45%	25.71%
	19558	$22.44M	9,844	4,371	44.40%	23.72%
Radisson Palace	16563	$36.93M	10,764	7,147	66.40%	25.18%
	17563	$41.82M	9,568	6,337	66.23%	25.02%
	18563	$13.68M	8,924	4,728	52.98%	25.65%
	19563	$27.79M	10,120	5,413	53.49%	25.64%
Radisson Seasons	17564	$26.69M	8,924	3,982	44.62%	23.93%

Activity 8: Revenue Contribution % By Category

According to the 2016 edition of Trends in the Hotel Industry, rooms revenue averaged 68.1 percent of total operating revenue in 2015. This metric exceeds 97 percent at limited-service and extended-stay hotels. Alternatively, rooms revenue comprises only 51.8 percent of total revenue at resorts.
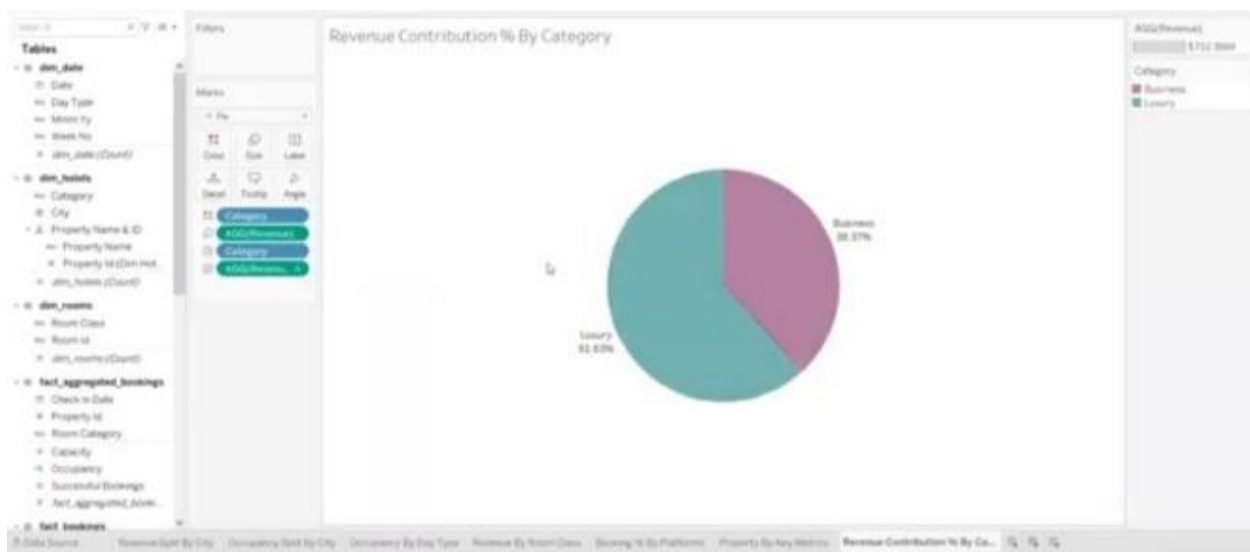
Activity 9: Successful Bookings By City
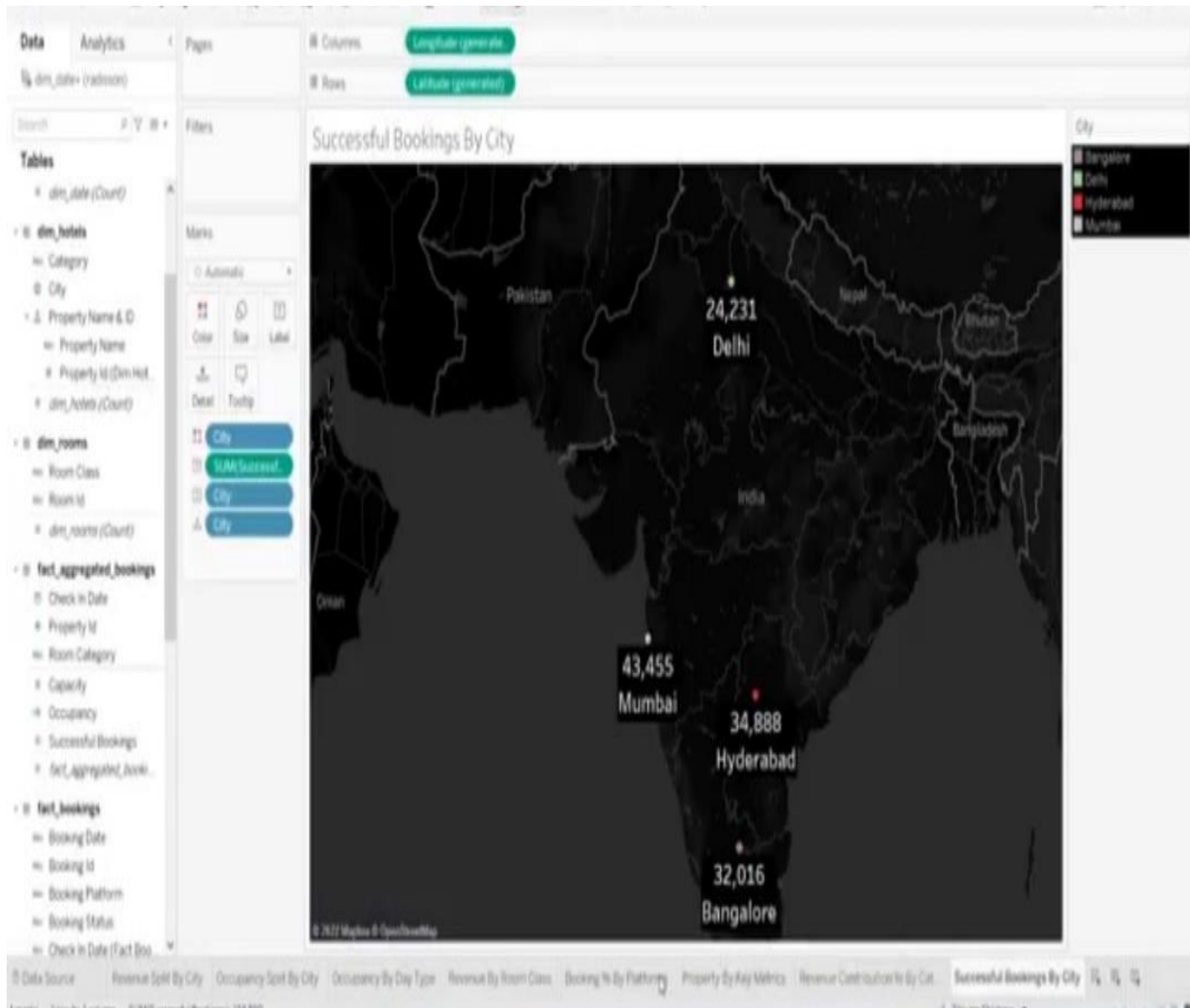
Activity 10: Successful Booking By Date Wise

A useful guide acquainting you with the ample benefits of Guest Messaging in the course of the hotel guest journey.
This guide also introduces you to each of the touch-points (by literally spelling them out for you) giving out stage-wise message templates to enhance (quality) communication and engagement with your hotel guests!
Communication is often regarded as one of the major factors behind

facilitating the flow of information and understanding between different people and departments through different media using all the available networks and channels. It holds true for the hospitality sector as well.

o Yes, **last-minute bookings** are (usually) better. A 2022 NerdWallet study analyzed more than 2,500 hotel room rates from 2019 through the first half of 2021 and found an average of 13 percent savings for those who booked 15 days in advance as compared to those who booked four months in advance.

Activity 11: Total Revenue For The Hotels

o RevPAR = ADR * Occupancy Rate

o You have to divide the Total Number of Occupied Rooms by the Total Number of Available rooms and multiply the result by 100. RevPAR also enables you to

compare your hotel's RevPAR to the average RevPAR in the market.

RevPAR = ADR * Occupancy Rate

You have to divide the Total Number of Occupied Rooms by the Total Number of Available rooms and multiply the result by 100. RevPAR also enables you to compare your hotel's RevPAR to the average RevPAR in the market

Management Adopting total revenue management does not necessarily have to take an enormo teams to establish total hotel revenue management concepts. Here are five easy steps to help you in the initial stages of your journey:
1. Adopt a total revenue management mentality in each decision-making, planning, meetings, and performance reviews.
2. Train and educate all stakeholders in the hotel on the importance of total revenue management, its expectations and the successes that can be achieved.

Successful Bookings

134.59K

# activity 13 : Occupancy In %

Occupancy in a hotel is calculated by the number of occupied rooms divided by the number of available rooms that physically exist in a hotel. For example, if Occupancy is 65%, this means that 65 rooms are occupied if the hotel has a total of 100 x rooms.

$$Occupancy = \frac{Rooms\ Sold}{Rooms\ Available}$$

© xotels.com

Room occupancy rate indicates the ratio between occupied rooms and available rooms. Two variables of room occupancy are used in tourism statistics: net occupancy rate and gross occupancy rate.
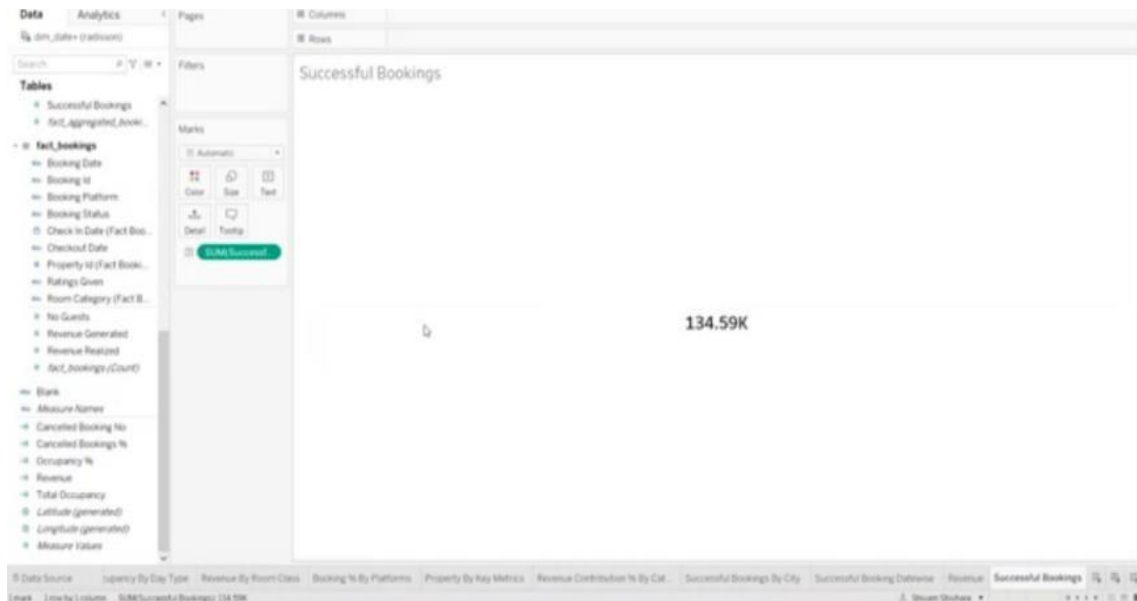
An occupancy rate is measured by dividing the number of occupied rooms by the number of available rooms and multiplying by 100, showing the percentage of rooms occupied at a specific .

Milestone 5: Dashboard :

A dashboard is a graphical user interface (GUI) that displays information and data in an organized, easy-to-read format. Dashboards are often used to provide real-time monitoring and analysis of data, and are typically designed for a specific purpose or use case. Dashboards can be used in a variety of settings, such as business, finance, manufacturing, healthcare, and many other industries. They can be used to track key performance indicators (KPIs), monitor performance metrics, and display data in the form of charts, graphs, and tables.

Activity 1: Responsive And Design Of Dashboard

The responsiveness and design of a dashboard for analyzing the performance and efficiency of Radisson Hotels is crucial to ensure that the information is easily understandable and actionable. Key considerations for designing a responsive and effective dashboard include user-centered design, clear and concise information, interactivity, data-driven approach, accessibility, customization, and security. The goal is to create a dashboard that is user-friendly, interactive, and data-driven, providing actionable insights to improve the performance and efficiency of Radisson HotelsOnce

you have created views on different sheets in Tableau, you can pull them into a dashboard
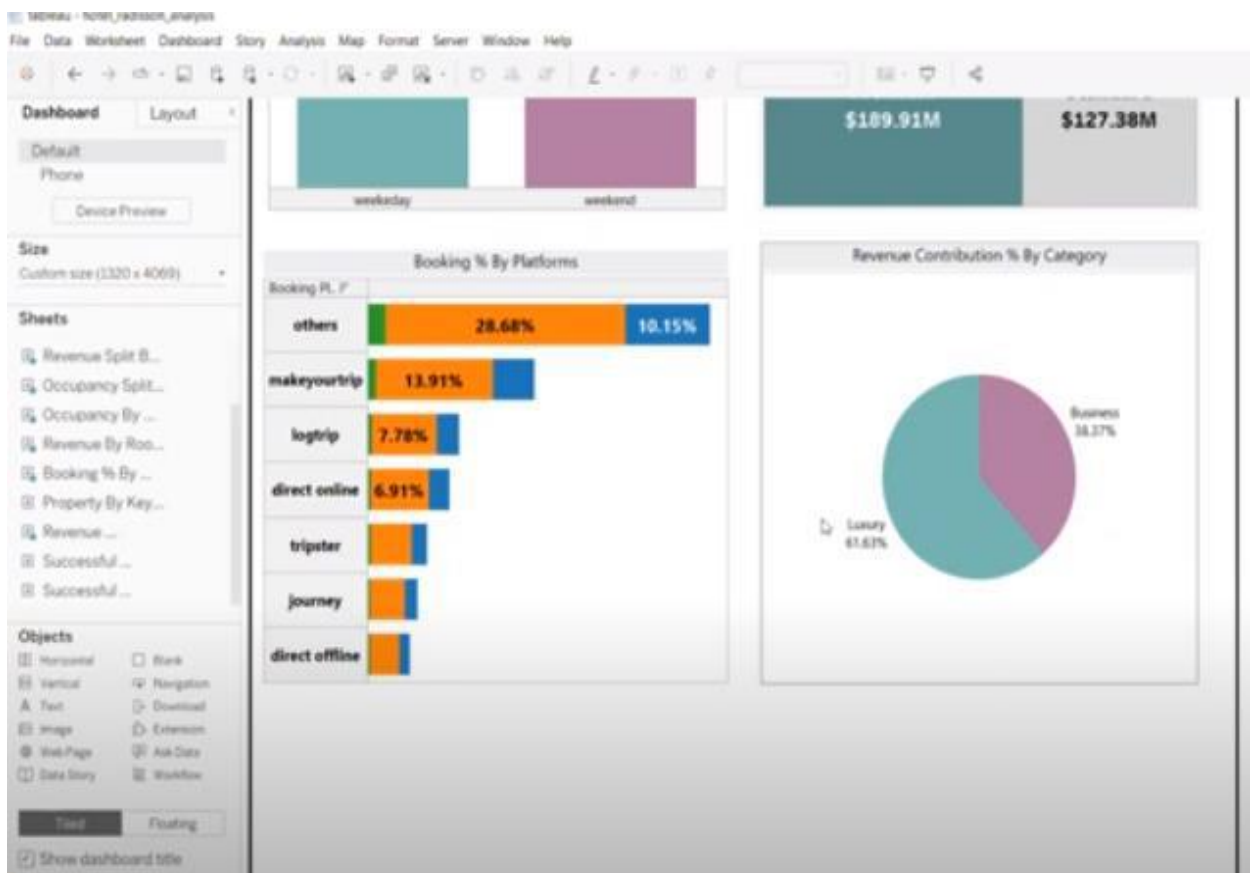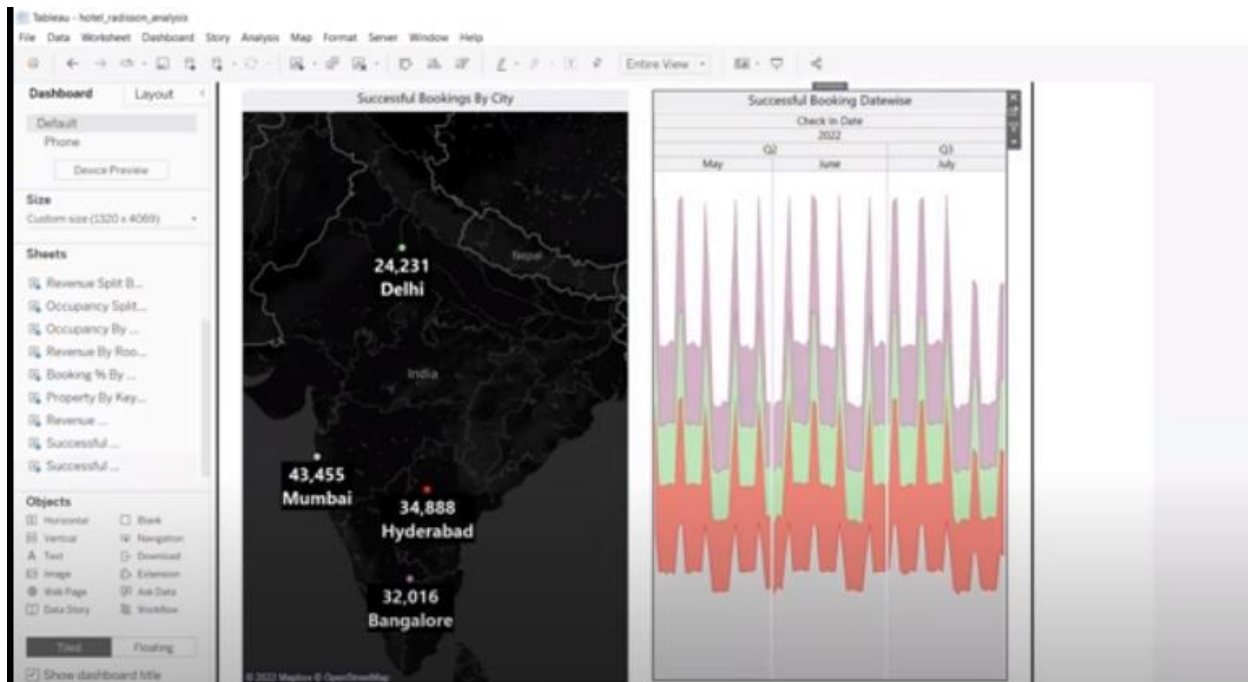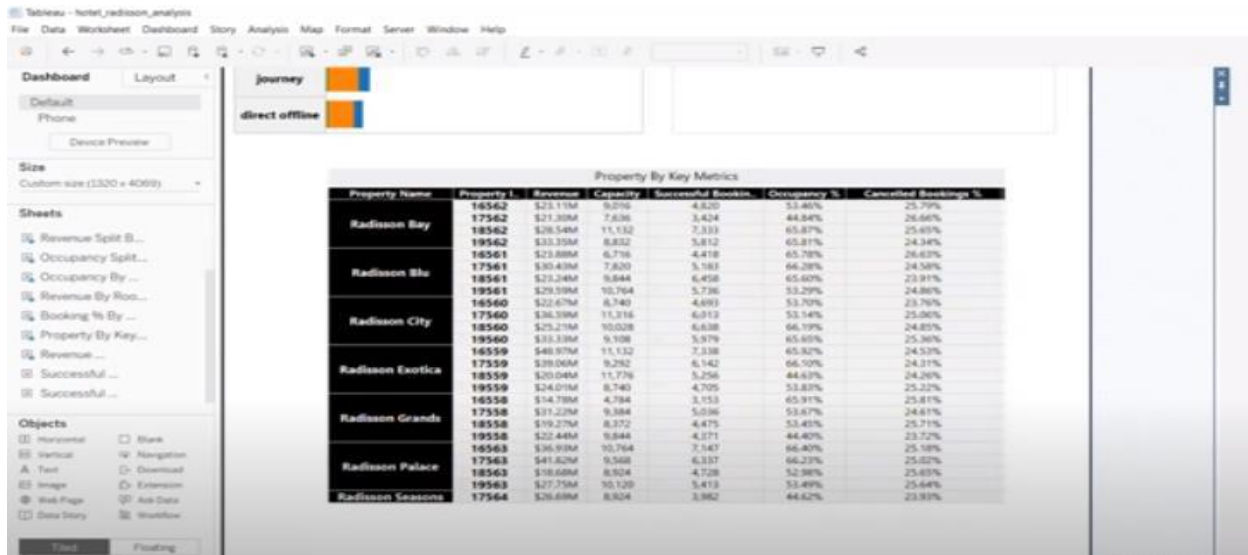
Milestone 6: Story :

A data story is a way of presenting data and analysis in a narrative format, with the goal of making the information more engaging and easier to understand. A data story typically includes a clear introduction that sets the stage and explains the context for the data, a body that presents the data and analysis in a logical and systematic way, and a conclusion that summarizes the key findings and highlights their implications. Data stories can be told using a variety of mediums, such as reports, presentations,interactive visualizations, and videos

.Activity: 1- No of Scenes of Story :

The number of scenes in a storyboard for a data visualization analysis of the performance and efficiency of Radisson Hotels will depend on the complexity of the analysis and the specific insights that are trying to be conveyed. A storyboard is a visual representation of the data analysis process and it breaks down the analysis into a series of steps or scenes.
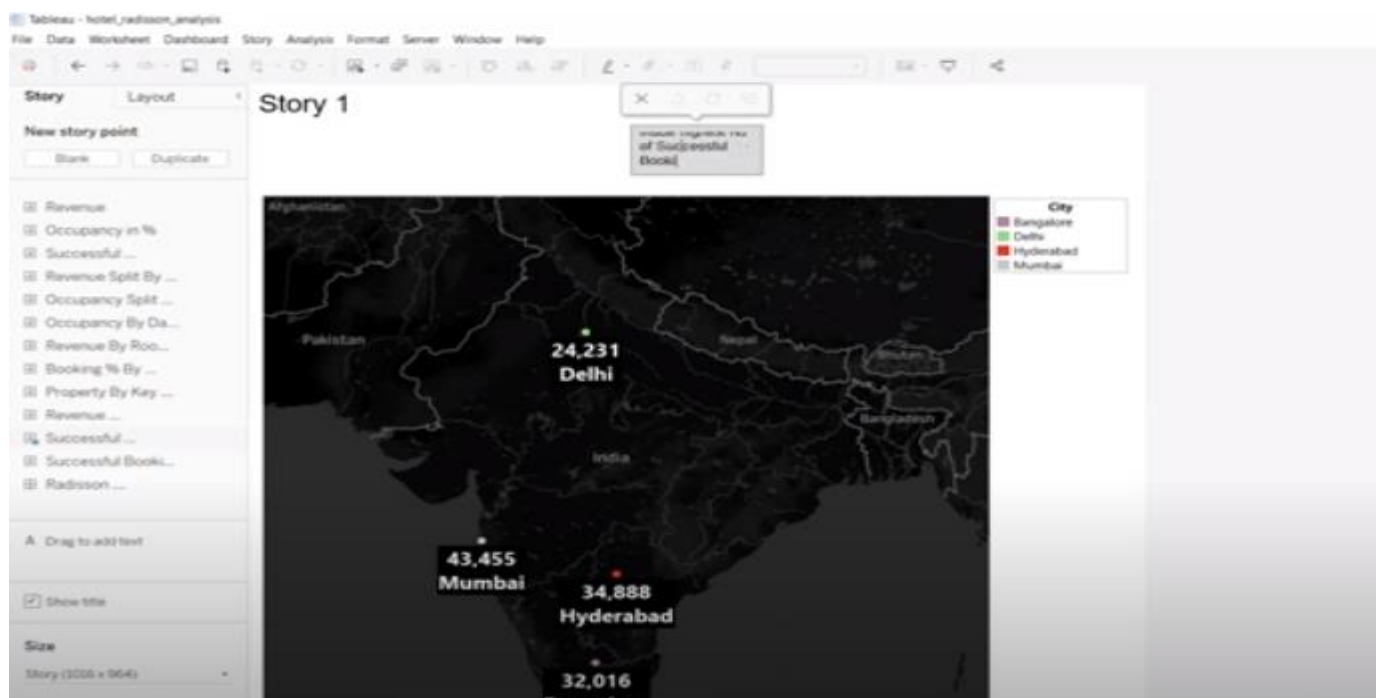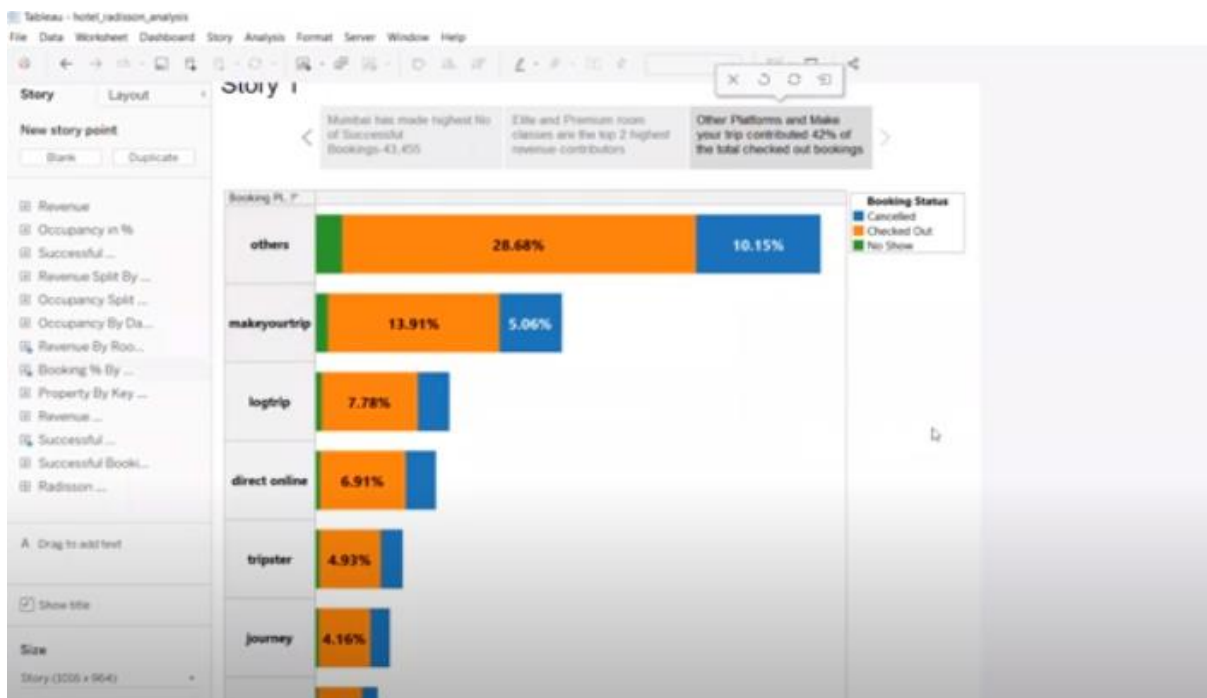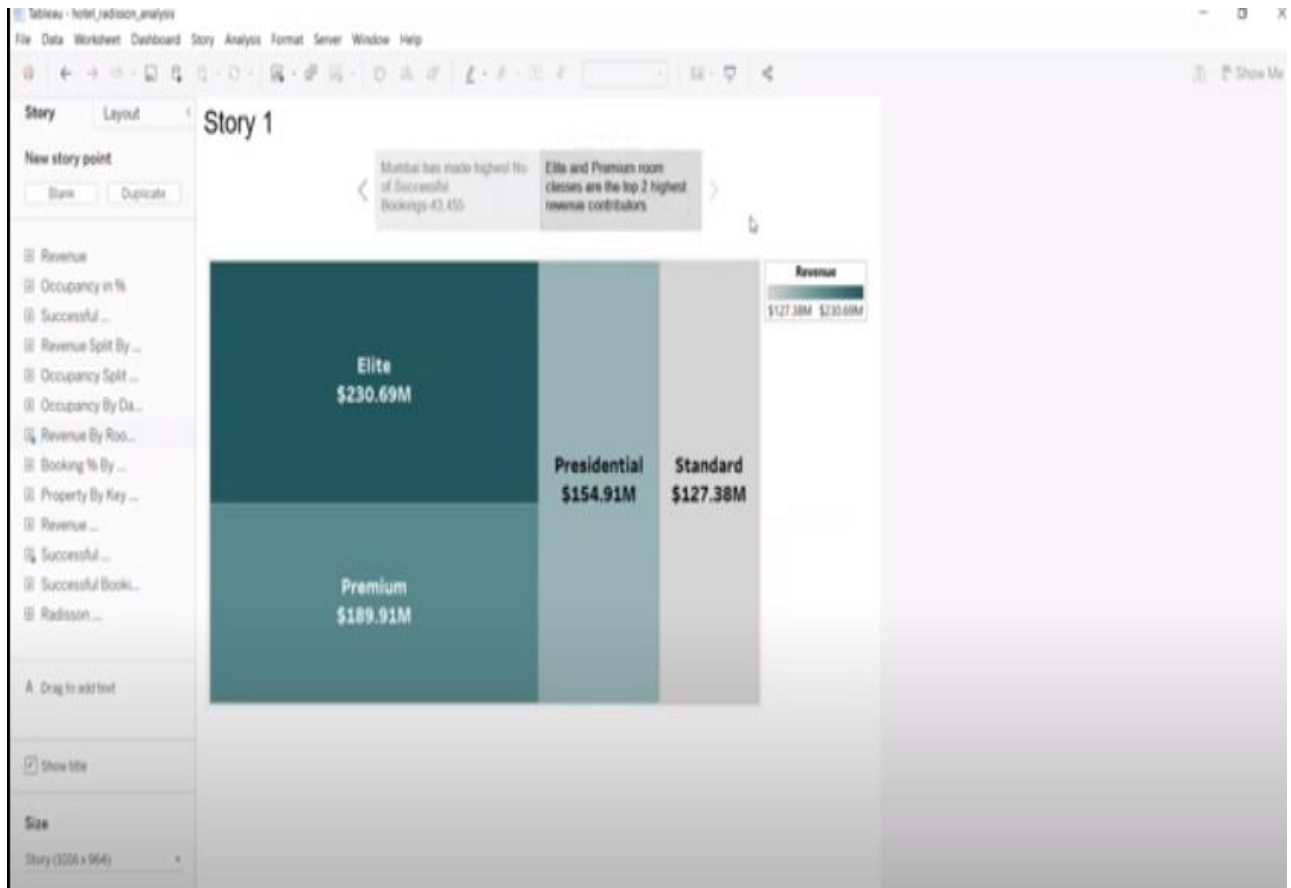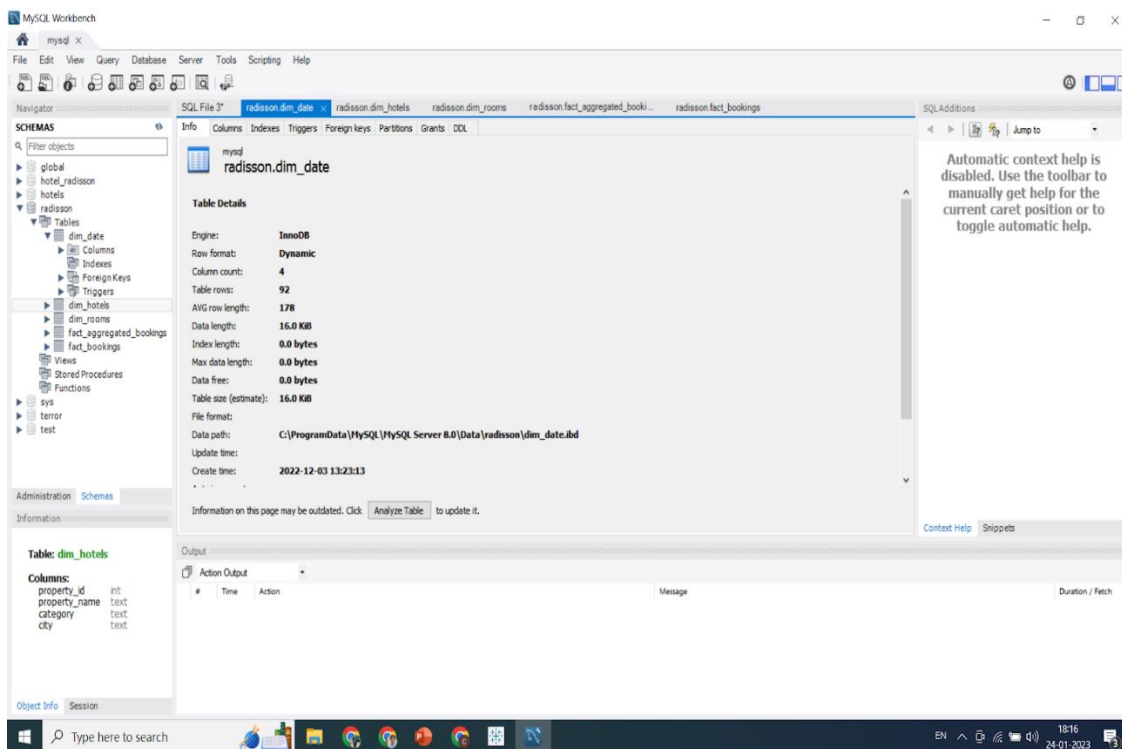
Milestone 7: Performance Testing:
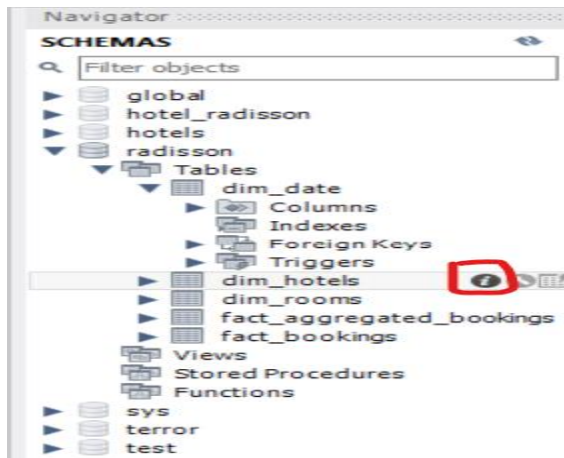
Activity 1: Amount of Data Rendered to DB:

The amount of data that is rendered to a database depends on the size of the dataset and the capacity of the database to store and retrieve data. Open the MySQL Workbench, go to the database then click to expand the tables,select the table and click on (i) button to get the information related to table such as column count,table rows etc.

Screenshot 1 — MySQL Workbench: radisson.dim_hotels

SQL File 3* | radisson.dim_date | radisson.dim_hotels × | radisson.dim_rooms | radisson.fact_aggregated_booki.. | radisson.fact_bookings

Info | Columns | Indexes | Triggers | Foreign keys | Partitions | Grants | DDL

mysql
radisson.dim_hotels

Table Details

Engine:	InnoDB
Row format:	Dynamic
Column count:	4
Table rows:	25
AVG row length:	655
Data length:	16.0 KiB
Index length:	0.0 bytes
Max data length:	0.0 bytes
Data free:	0.0 bytes
Table size (estimate):	16.0 KiB
File format:	
Data path:	C:\ProgramData\MySQL\MySQL Server 8.0\Data\radisson\dim_hotels.ibd
Update time:	
Create time:	2022-12-03 10:49:55

Information on this page may be outdated. Click [Analyze Table] to update it.

Automatic context help is disabled. Use the toolbar to manually get help for the current caret position or to toggle automatic help.

Context Help | Snippets

Table: dim_hotels

Columns:
property_id — int
property_name — text
category — text
city — text

Screenshot 2 — MySQL Workbench: radisson.dim_rooms

SQL File 3* | radisson.dim_date | radisson.dim_hotels | radisson.dim_rooms × | radisson.fact_aggregated_booki.. | radisson.fact_bookings

Info | Columns | Indexes | Triggers | Foreign keys | Partitions | Grants | DDL

mysql
radisson.dim_rooms

Table Details

Engine:	InnoDB
Row format:	Dynamic
Column count:	2
Table rows:	4
AVG row length:	4096
Data length:	16.0 KiB
Index length:	0.0 bytes
Max data length:	0.0 bytes
Data free:	0.0 bytes
Table size (estimate):	16.0 KiB
File format:	
Data path:	C:\ProgramData\MySQL\MySQL Server 8.0\Data\radisson\dim_rooms.ibd
Update time:	
Create time:	2022-12-03 10:50:30

Information on this page may be outdated. Click [Analyze Table] to update it.

Automatic context help is disabled. Use the toolbar to manually get help for the current caret position or to toggle automatic help.

Context Help | Snippets
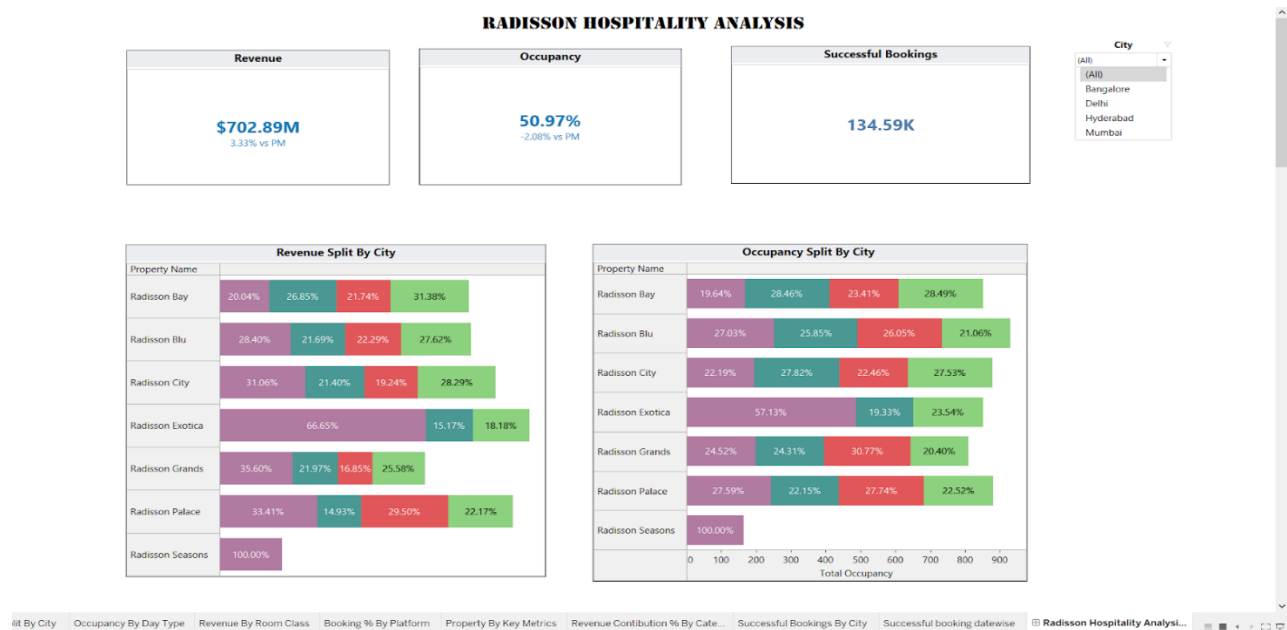
Table: dim_hotels

Columns:
property_id — int
property_name — text
category — text
city — text
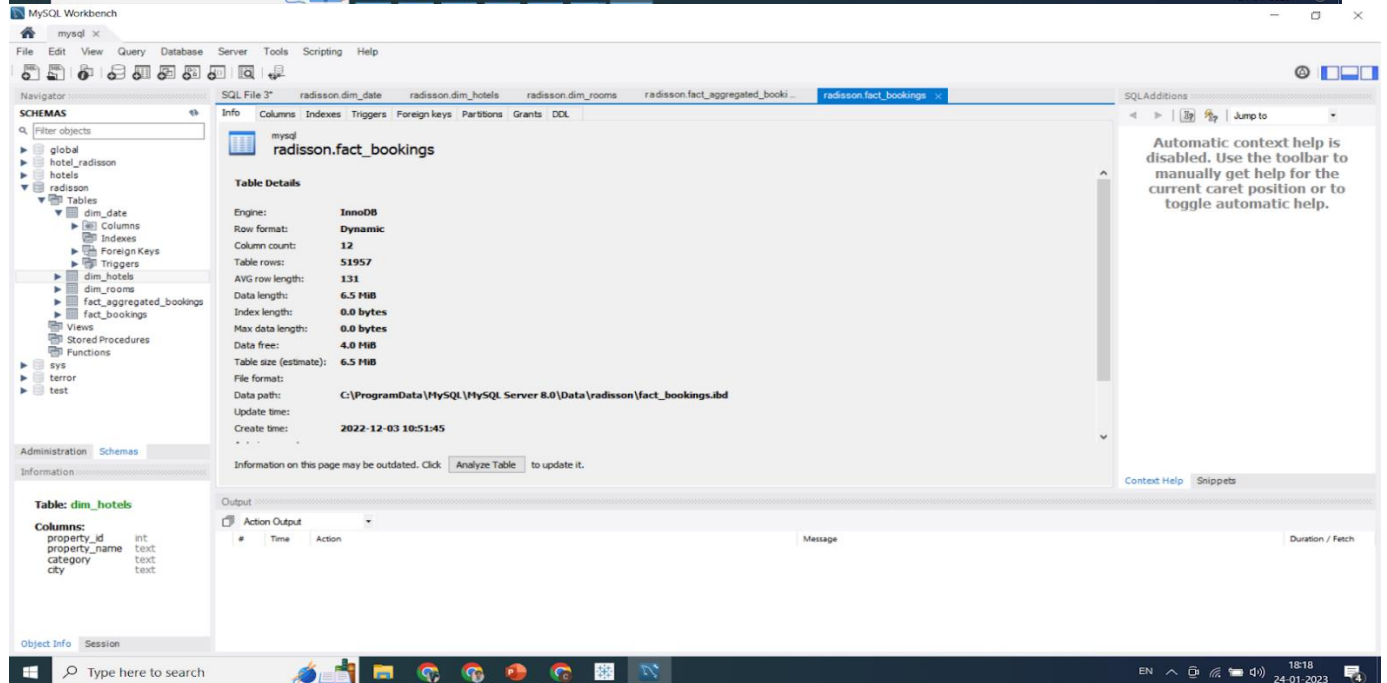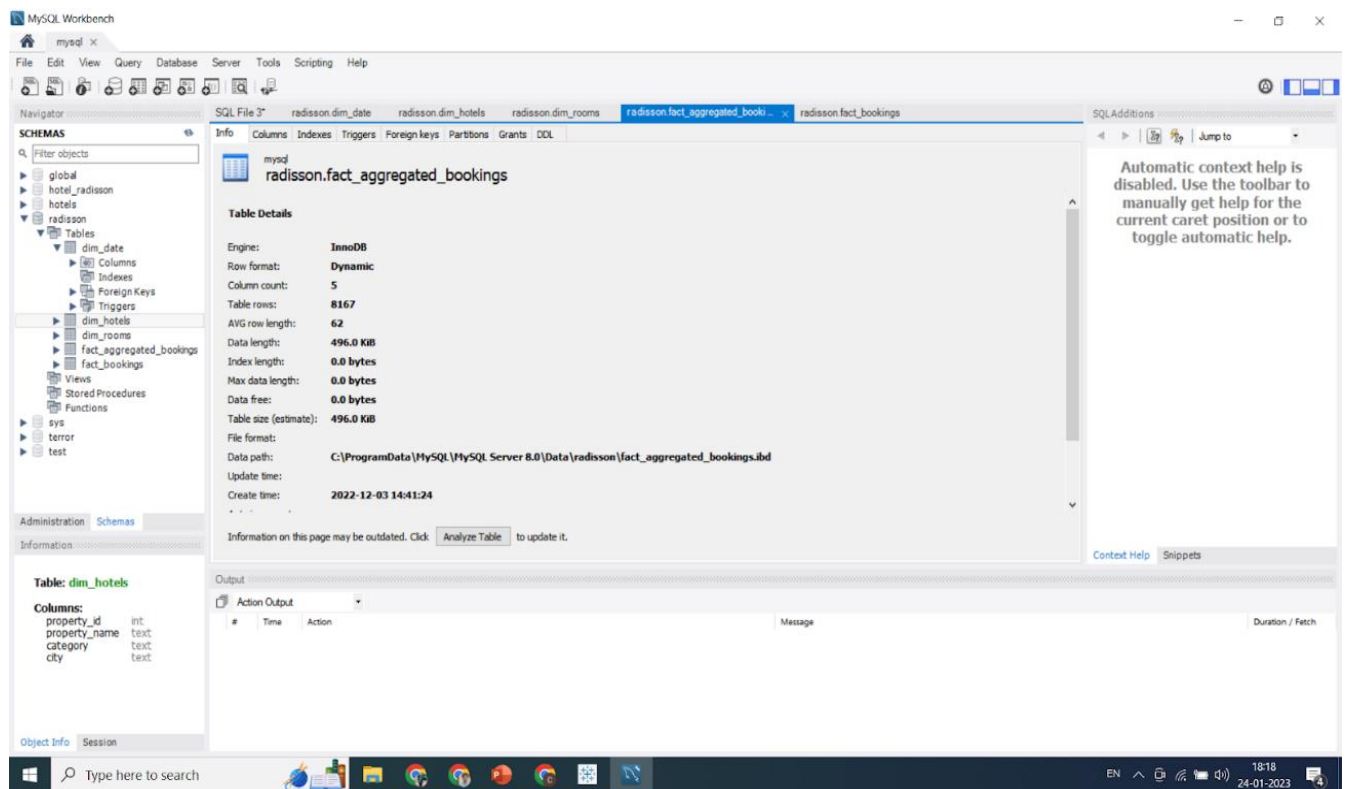
Activity 2: Utilization Of Data Filters

RADISSON HOSPITALITY ANALYSIS

Revenue	Occupancy	Successful Bookings
$702.89M	**50.97%**	**134.59K**
3.33% vs PM	-2.08% vs PM	

City
(All)
(All)
Bangalore
Delhi
Hyderabad
Mumbai

Revenue Split By City

Property Name				
Radisson Bay	20.04%	26.85%	21.74%	31.38%
Radisson Blu	28.40%	21.69%	22.29%	27.62%
Radisson City	31.06%	21.40%	19.24%	28.29%
Radisson Exotica	66.65%		15.17%	18.18%
Radisson Grands	35.60%	21.97%	16.85%	25.58%
Radisson Palace	33.41%	14.93%	29.50%	22.17%
Radisson Seasons	100.00%			

Occupancy Split By City

Property Name				
Radisson Bay	19.64%	28.46%	23.41%	28.49%
Radisson Blu	27.03%	25.85%	26.05%	21.06%
Radisson City	22.19%	27.82%	22.46%	27.53%
Radisson Exotica	57.13%		19.33%	23.54%
Radisson Grands	24.52%	24.31%	30.77%	20.40%
Radisson Palace	27.59%	22.15%	27.74%	22.52%
Radisson Seasons	100.00%			

Total Occupancy: 0 100 200 300 400 500 600 700 800 900

lit By City | Occupancy By Day Type | Revenue By Room Class | Booking % By Platform | Property By Key Metrics | Revenue Contibution % By Cate... | Successful Bookings By City | Successful booking datewise | Radisson Hospitality Analysi...

Activity 3 : No Of Calculation Fields

Tables

Abc *Measure Names*
=Abc % Occupancy change co...
=# % Occupancy Change p...
=# % rating Change
~Abc % Revenue Change Color
=# % Revenue Change per ...
=# % Revenue Change per ...
=# Cancelled booking no.
=# Cancelled bookings %
=# Current Month Revenue
=# Occupancy - Current Mo...
=# Occupancy %
=# Occupancy Change per ...
=# Occupancy Previous Mo...
=# Previous Month Revenue
~Abc Rating
~Abc rating change color
=# Rating Current Month
=# Ratings Change
=# ratings given replace val...
=# ratings given replace val...
=# Ratings Previous Month
=# ratings round
=# Revenue
=# Revenue Change per Mo...
=# Total Occupancy

Activity 4 : No Of Visualizations/ Graphs

1. Revenue split by city

2. Occupancy split by city
3. Occupancy by day type
4. Revenue by room class
5. Booking % by platform
6. Property By key metrics
7. Revenue contribution % by category
8. Successful Bookings by city
9. Successful Booking by date wise

   Total Revenue for the hotels

10.   Total Successful Bookings
11.   Occupancy in %

Milestone 8: Web integration :

Publishing helps us to track and monitor key performance metrics, to communicate results and progress. help a publisher stay informed, make better decisions, and communicate their performance to others.
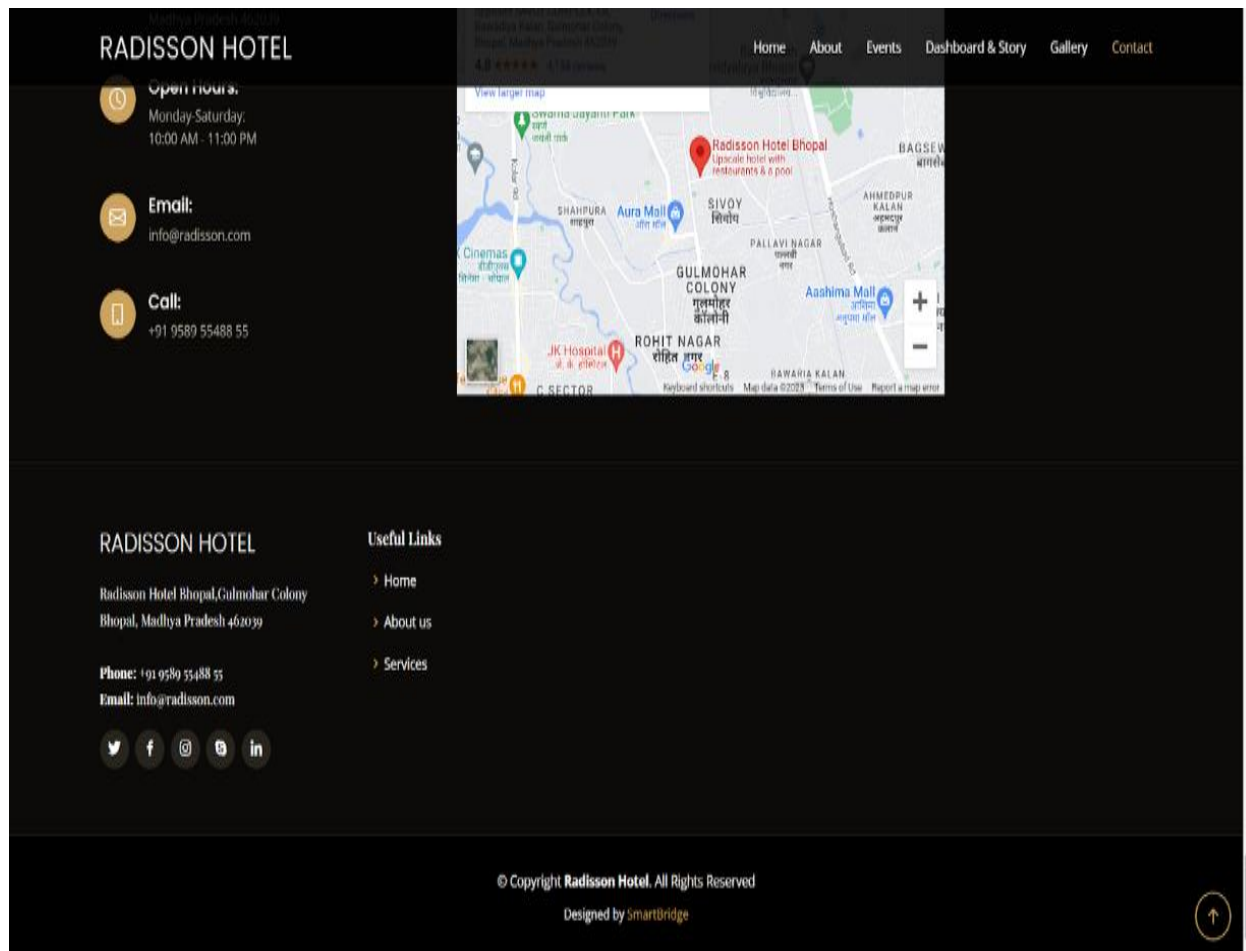   **Publishing dashboard and reports to tableau public**

   Step 1: Go to Dashboard/story, click on share button on the top ribbon
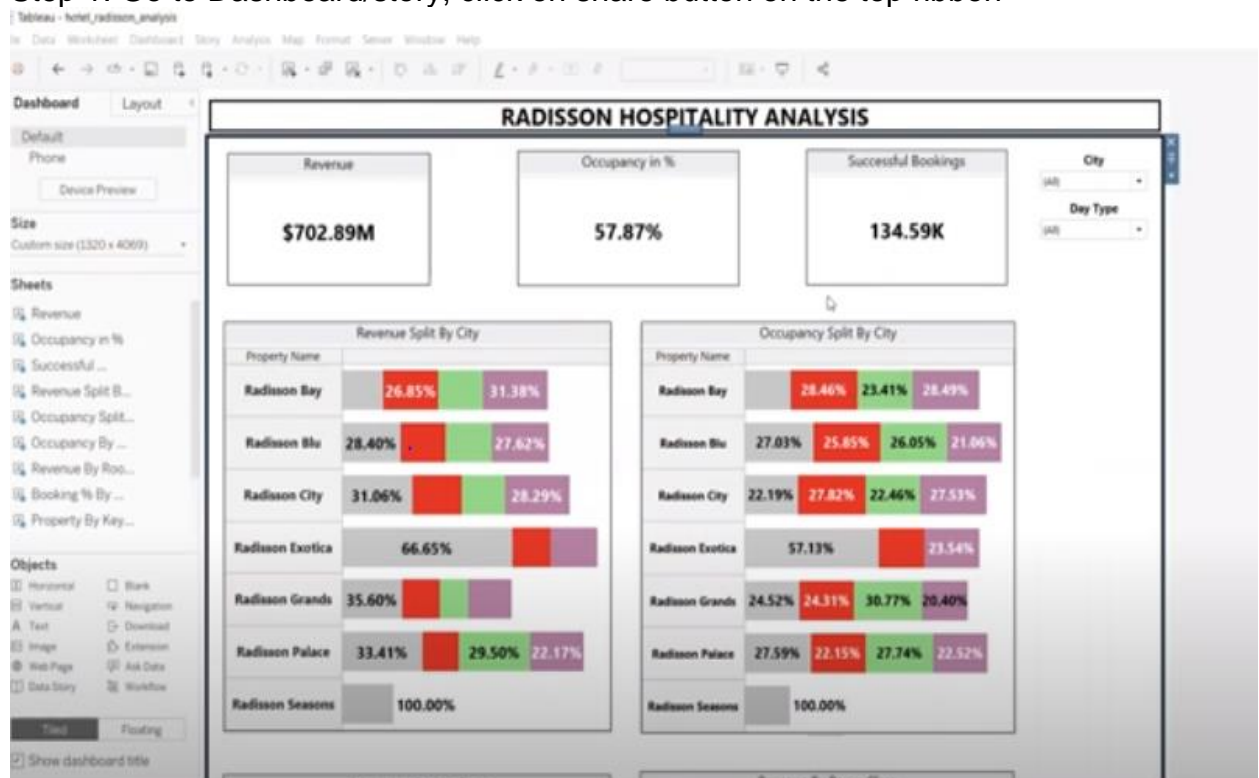
Step 2: Once you click on connect it will ask you for tableau public user name and password
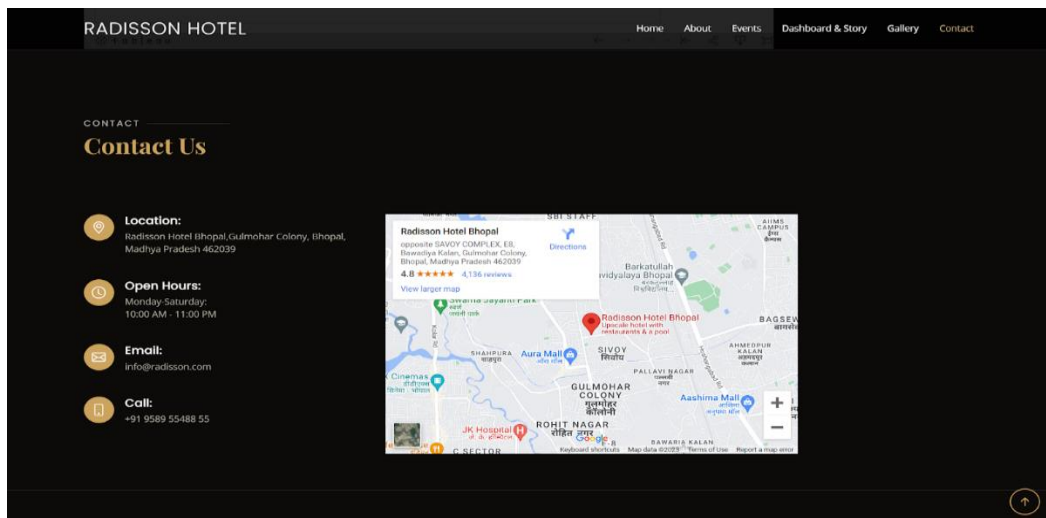
Milestone 9: Project Demonstration & Documentation

Project deliverables to be submitted along with other deliverables

Activity 1: Record Explanation Video For Project End To End Solution

Record explanation Video for project end to end solution

Activity 2: Project Documentation-Step By Step Project Development Procedure

Create document as per the template provided